



Sponsorship Packages

Alnwick Story Fest 2026 celebrates the power of stories to transform and light up our lives in this Winter festival in the heart of Northumberland.

Building on the successes of the inaugural Alnwick Story Fest in 2023 and Alnwick Story Fests 24 and 25, we again invite our community and visitors to have fun, find new friends, learn new skills, meet and mingle with inspiring writers, storytellers, artists and musicians.

Our aim, in the **fourth year** of the Alnwick Story Fest, remains unchanged: that Alnwick will be billed as the 'story town' of the far north of England.

Why we need your sponsorship

- **We remain dependent to an extent in this fourth year on sponsorship and one-off grant funding to continue to deliver a substantial community offer and reduced costs for children and families, alongside a viable event.**
- We are receiving considerable 'in-kind' support from our key partners: The Alnwick Garden, The Alnwick Playhouse and The Accidental Bookshop.
- We have developed a prudent budget based on our experience over the last two years. This includes a current ticket assumption of **1500 adults and 400 children.**
- We will add to the programme as we work to secure further 'high interest' authors/performers on basis of full cost recovery plus.
- We will again launch a comprehensive media campaign including local and regional press and radio with interviews and articles. We now have an established presence on social media.

Invitation

You are invited to support this amazing and successful event. We can offer you the following sponsorship deals or a tailored package to meet your needs:

Sponsorship packages

Headline Alnwick Story Fest Sponsor £5,000-£10,000	Single key event sponsor(s) £1,000
We are looking for a single organisation to support us in developing ASF25 into a larger, and longer term viable, annual event and programme of community activities.	We are looking for up to three sponsors, each to support one of our key events, playing to a full Playhouse auditorium
The headline sponsor will be highlighted in all our promotional materials and activities and event backdrops/banners and will be welcome to have a presence at the festival. The benefits can be discussed further.	The key event sponsors will be named in all promotional materials and activities related to that event, including on the event backdrop on the Playhouse stage.
We are grateful for any other level of support. All funders will be acknowledged on our website and final leaflet	

About us

Alnwick Story Fest 2025:

- We delivered **4** children's events and **22** events for adults.
- We used **5** venues in **4** settings: Alnwick Playhouse (Main Auditorium and Studio), The Alnwick Garden (Pavilion Event Space), Bailiffgate Museum and Barter Books.
- We sold **1691** tickets (1542 in 2024).
- We delivered **19** fringe events at **5** venues in Alnwick
- **32** authors and performers were interviewed, performed, delivered readings and workshops in **26** sessions. **16** of our authors were local or north-east based and **6** were first time authors.
- Our Story Fest was planned and delivered by **10** local volunteer organisers, and **23** event volunteers, plus support from the venue staff and volunteers at all our venues.

Our objectives for Alnwick Story Fest 2026

1. To promote our community's health and wellbeing with events that inspire, uplift and are delightfully entertaining.
2. To ignite the imagination of our residents and visitors to be more creative with 'how to' workshops.
3. To celebrate our northern talent and support emerging young story tellers.
4. To engage children and young people in story telling activity by working with schools and voluntary and community groups.
5. To provide children's events at low cost to families.
6. To maintain a vibrant volunteer community, organising and supporting the Alnwick Story Fest throughout the year.
7. To bring new visitors to Alnwick in the darker months, in support of local businesses.
8. To continue to develop a financially and operationally viable model for an ongoing yearly festival, based on detailed impact evaluation.

Our reach

- We have a massive audience reach. We have access to the combined social media and newsletters of The Alnwick Garden and The Alnwick Playhouse with an estimated reach of Facebook 150K; Instagram 52k and Twitter 23K. We have a dedicated Substack.

- In addition, we will have access through our contracted authors to their followings.
- We have the support of Barter Books (the biggest second-hand bookshop in Europe) and our thriving community of shops and hospitality venues.
- Our community outreach is working now with local schools and young people to connect with children and parents.

Our governance

Alnwick Story Fest is a registered Community Interest Company, number 14198418, incorporated on 27 June 2022.

Directors

- Founder and Creative Director, Suzi Walker
- Operations Director and Governance and Safeguarding Lead, Tricia Cresswell
- Finance Director, Mike Turner

Organising Structure

- Based on our experience of delivering Alnwick Story Fest in 2023, 2024 and 25 and the evaluation process, we have established an organisational structure and team with specific roles, functions and delivery deadlines.
- Remuneration - The Directors and organising team are all volunteers and are not receiving any remuneration for their work in support of the Alnwick Story Fest 2026

Competencies

- The Directors and organising team have the relevant competencies to plan and deliver Alnwick Story Fest 2026, building on lessons learned from the last three years.
- The support of our key partners - Alnwick Playhouse and The Alnwick Garden and The Accidental Bookshop - brings considerable experience to our offer.
- Delivery will be through the commissioned performers, authors, and artists.
- We will be dependent on additional volunteers for specific support functions in the run up to and during the festival. These have already been identified as returning volunteers and will be trained as needed.
- Our Governance Statement and current Draft Budget are available.

Our venues

Our key partners have provided use of venues at no or minimal cost at Alnwick Playhouse and The Alnwick Garden. We will also be producing events at Bailiffgate Museum and Barter Books again at minimal or low venue cost. In addition, we will again provide Free Fringe activities in the town in agreed local pubs/shops/cafes.

Contact

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